

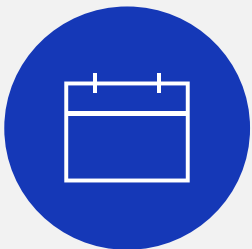
# UK Music 360 2021: *Sneak Preview*

MRC DATA // NOVEMBER 2021



# METHODOLOGY: UK MUSIC 360 2021

## STUDY TIMING



UK Music 360 data was collected October 6, 2021, through October 27, 2021.

## DATA COLLECTION



Online surveys using third-party panels were used to collect responses. The study was available in English.

## SAMPLE SIZE



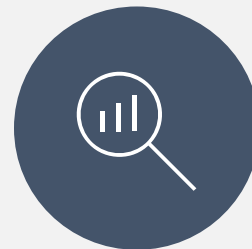
Interviews were conducted among a total of 2,000 UK consumers (Ages 13+).

## QUOTA BALANCING



Data is representative of the UK population including age, gender, region, and income.

## ADDITIONAL ANALYSIS



Please contact us if interested in learning about additional or custom analyses.

# INSIGHT CATEGORIES

## 2021 MUSIC OVERVIEW & TRENDS

- Time spent with music
- Importance of entertainment interests
- Music listening locations/activities
- Music listening by format
- Share of music time by formats
- Music discovery sources
- Annual music spend

## ROLE OF TECHNOLOGY

- Top factors for music device selection
- Device ownership
- Top devices for music listening
- Technology & music discovery

## MUSIC STREAMING ENGAGEMENT

- Top music streaming service usage
- Free vs. paid subscriptions
- Streaming service satisfaction
- Barriers for subscribing
- Future subscription opportunity
- Top streaming service features

## GENRE & LANGUAGE

- Genre listenership and fanship
- Location and language preferences

## FORMAT PURCHASING

- Past purchasing
- Purchase intent by format
- Format purchase considerations

## PLAYLISTING

- Playlist importance
- Weekly playlist usage
- Post-playlist actions

# INSIGHT CATEGORIES (Con't)

## LIVE STREAMED PERFORMANCES

- Live streamed music event attendance
- Top platforms used
- Top attendance motivators
- Discovery & time of ticket purchasing
- Attitudes
- Paying for attendance
- Future interest in paid events
- Barriers for live streaming

## MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

## HEALTH & WELLNESS

- Wellness activities/services
- Top wellness platforms
- Wellness goals

## GENERATIONAL DIFFERENCES

- Insights for how different generations engage with music across key topics, including how they compare to Gen Pop for behaviors, preferences, and attitudes

## BRAND ACTIVATIONS

- Top brand activations

## SOCIAL MEDIA & VIDEO CLIP SITES

- Social media & short video clip site usage
- Top music activities on sites
- Music/artist discovery on sites

## LIVE MUSIC EVENTS

- Live event attendance
- Discovery & time of ticket purchasing
- Likelihood of attending future events
- Barriers to attendance
- Festival awareness & attendance








# MUSIC AN IMPORTANT BACKUP SINGER

## MUSIC BEHAVIORS

*Among Total Respondents*

### IMPORTANCE OF ACTIVITY:

-  **#1** Music
-  **#2** Television
-  **#3** Cooking & food

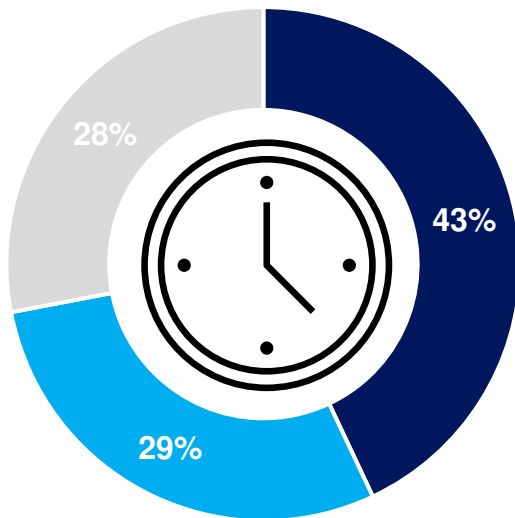
# NEW & OLD! RADIO AND STREAMING

Contrasting formats radio and streaming are both in play.

## FORMAT DIFFERENCES

*Among Music Listeners*

**SHARE OF WEEKLY TIME:**



■ Streaming ■ Radio ■ Other





*NEW & OLD!*

## DIFFERENCES IN DISCOVERY

Radio drives music discovery, but social media essential for events.

### ***DISCOVER...***

#### MUSIC



#### LIVE MUSIC



#### LIVE STREAM MUSIC



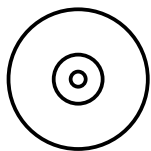
*Among Music Listeners, Live Music Goers, and Live Stream Music Goers respectively*



# CDs ARE CERTIFIED COOL

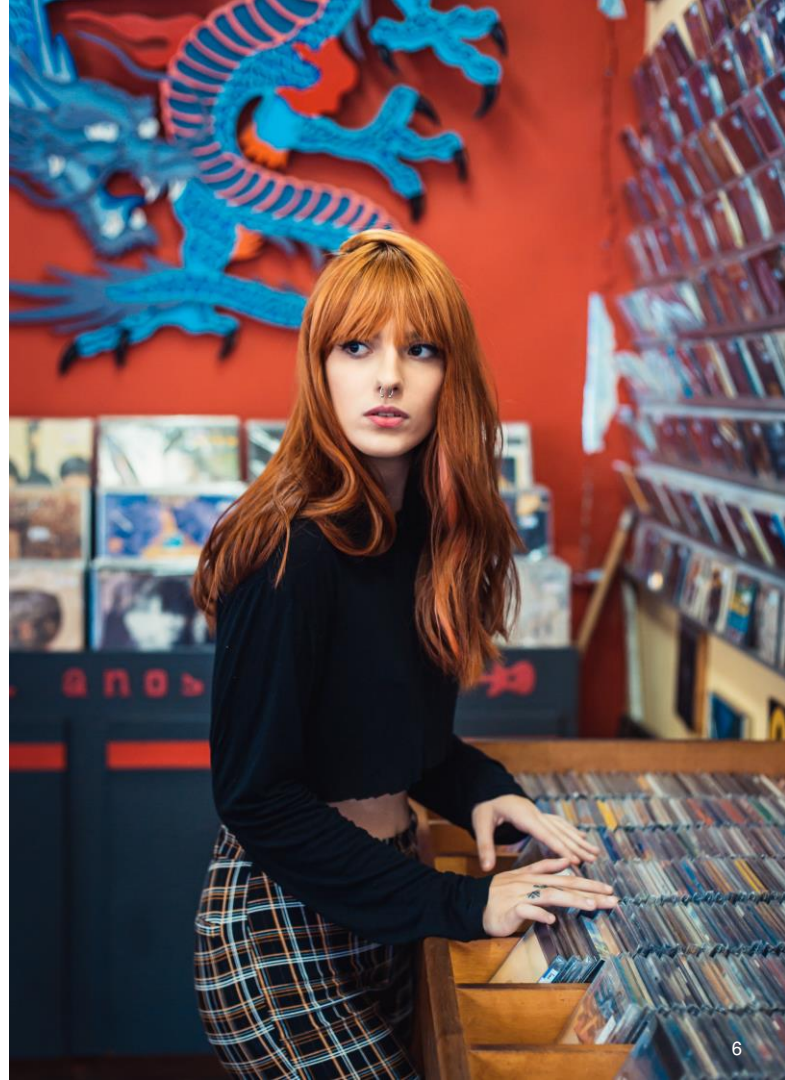
## MUSIC FORMATS PURCHASED

*Among Music Listeners*



**Nearly 1/3<sup>rd</sup>**

**Have purchased a CD in the *past 12 months***



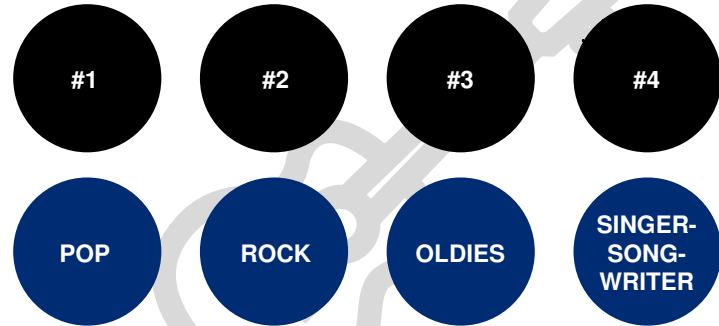




# POP(ULAR) MUSIC IS ON TOP

## TOP GENRES

*Among Music Listeners*



# OUTDOOR IS OUTSTANDING

Though live events are coming back slowly, outdoor community events will draw in the crowds regardless of COVID risk.

## LIVE MUSIC EVENT ATTENDANCE



# 1-in-5

***Plan to attend regardless  
of COVID risk***

*Among Those Planning to  
Attend In-Person Events*





# LIVE STREAMERS – SMALL, BUT MIGHTY

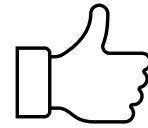
## LIVE STREAM BEHAVIORS

*Among Live Streamers*



**2/3<sup>rds</sup>**

Are **satisfied** with their  
live stream experience



**2/3<sup>rds</sup>**

Agree that live streams  
are **a good easy to  
experience concerts  
and other music  
events**



## Beyond the topline highlights offered here, the full UK Music 360 report explores:

- The music landscape in UK
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Genres and language preferences
- Role of technology in music listening today
- Online music streaming usage, including playlisting and intent to subscribe
- Entertainment, including music competition shows, live music events, and live streaming engagement
- Social media and short video clip usage for music content
- Key findings among different generations
- Top brand activations

To purchase the full report or commission an analysis to gain deeper insights into your specific business needs please [contact us](#).